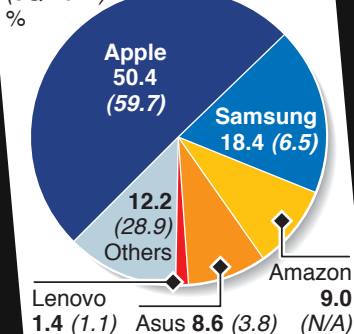


# Apple tablet share down

Apple's share of the tablet market fell to 50 percent in the third quarter as the iPad faced more competition from Android devices

Tablet market share 3Q 2012  
(3Q 2011)



## Unit shipments (millions)

3Q 2012    3Q 2011    Growth %

Apple	14.0	11.1	26.1
Samsung	5.1	1.2	325.0
Amazon	2.5	N/A	N/A
Asus	2.4	0.7	242.9
Lenovo	0.4	0.2	100.0
Others	3.3	5.4	-38.9